


PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Guiseppe D'Alessandro

FROM: Susan A. Spindel 

SUBJECT: Art Specs for Product Mailer

DATE: February 14, 1995

As we discussed earlier today, I am attaching a photocopy of the 2 pack cube direct mailer showing where the return address and the indicia should appear on the keyline.

You already have a sample of the mailer in your possession, and I am working on getting a dieline.

In the meantime, the indicia should have the following information:

1st CLASS MAIL
POSTAGE
PAID
CHESTER, VA
PERMIT NO. 1526

The indicia should be in the upper right corner of panel C as indicated on the drawing. The indicia size is 1 1/8" wide x 3/4" high.

The return address should be in the upper left corner of panel C, and should be the address of the keying facility so that they have the undeliverable information. The return address should be about 1" wide x 5/8" high.

This will allow enough room for a mailing label that measures 3 1/4" wide x 7/8" high. This is the size Leo Burnett has used on direct mailings in the past.

I am also attaching an art spec sheet for the agency to follow concerning type size and weight.

Please feel free to give me a call if you have any questions.

cc: L. Huling
L. Kosco
N. Pilotti
M. Walchak

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